11/23  CWM Sailing Meeting Minutes

In attendance: Steve, Matthew, Susan, Sarah, Dana, Jonathan, Bill

Steve, Dana, Susan, Matthew and Shannon met with New Bedford Mayor Scott Lang earlier today.

He wants NB to be a partner in this.

He wants to send over a film crew to do a story for their public access TV station that would highlight the NB side of the story.

He thinks this could be a celebration of NB and her history. It is a time capsule for people in the city. They could have school kids write essays, and get together the Cape Verdeans, Azoreans, and Portuguese as well as the Yankees in the city around the sailing heritage.

He will announce the voyage at the Moby Dick reading in January in NB. We should have someone from Mystic Seaport there.

He will start a committee and get the film crew here. He likened it to the Olympics, where we have the time, but really need to start planning now to do this right. We need to start a campaign and build momentum now.

He will not be mayor in 2013, but will make a commitment for the city, and stay involved.

He thinks we could be in NB more than just 3 days, perhaps 7 days.

Steve invited him to be on Honorary Advisory Committee. It seemed like he wanted to be a more active participant than “honorary”.

We should add him to the Marine Ops Committee.

After the Executive committee meeting in NYC last Friday, Marcy met with some friends in media.

They had a similar reaction that Chuck Townsend had. There is tremendous potential for media attention around this. It could even be so interesting to the media company that they would do it pro-bono.

Marcy was surprised at how strong their reaction to it was.

Derek Langhauser’s roommate during Williams Mystic was Peter Coan, who now edits for National Geographic. He may be helpful in getting us involved with them.

Bill Parent is going to coordinate the project financially. He will hold us accountable.

Each of us needs to give him our budget estimates ASAP, so he can look for overlaps and missing items.

He will make a complete budget with areas to track. He will develop monetary control procedures.

We need to make a realistic budget with a core budget and discretionary items delineated.

There needs to be further discussion about how to deal with Shipyard budget re: money already spent.

The fundraising philosophy is that different segments will not be segregated. All money that comes in will go to the Morgan Project. You cannot donate just to the Voyage, or just to the Program.

Matthew needs to start a cash flow on pledge receivables for each Quarter of the year.

We need to determine recognition for small sponsors. What do Gift In Kind sponsors get? What do different levels of commitment get for the donor?

We need fundraising materials soon. We need stuff to hand out at events this winter. Steve is envisioning an “invitation” type piece.

We need to remember to market all the great things we do everyday. Aggressively boasting about what we do.

For example, we need to keep the WoodenBoat Forum thread active.

Keep the buzz going in schools. How do we remember to continually tell our story and updates?

What is the marketing strategy to get the word out about this?

What is the collateral around this?

The store is already selling medallions.

Wood branded items

Fold over pins for everyone who goes onboard that say something like CWM-38

Coins

Something simple and cool in addition to the big donor pieces

We should film a tour with someone like the mayor today. Go onboard and just start talking and see what comes up.

Perhaps we could get Nat Philbrick on for a tour.

This goes back to budget. Who is responsible for these costs? Is it budgeted?

We need to figure out recognition, outreach, merchandise, donor recognition pieces.

There are artists interested in doing pieces that could be auctioned off or raffled off or given to big donors.

Susan distributed a document about the messaging points.

Each overarching point is meant to be supported by more documentation that goes into more specifics.

The group will continue to refine the points.

Next meeting at 10am on December 9th. Please try to have your budgets to Bill before then.